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For more information, contact:
Karen Colvin, 352.429.2171 x249

Cherry Lake Tree Farm Named S.J. Blakely Award Winner

October 21, 2005 – Groveland, FL – Cherry Lake Tree Farm was named the 2005 S.J. Blakely Award winner by the Florida Nursery, Growers & Landscape Association (FNGLA). The award was presented to Cherry Lake during the FNGLA Landscape Awards program held last month in Orlando during FNATS (the Florida Nursery & Allied Trades Show).

Named for S.J. Blakely, the award is presented to an FNGLA member firm who exemplifies design and landscape excellence by the appearance of the landscaping at their place of business. Entrants submit photos of their office landscaping and provide descriptions of the area.

A wholesale nursery, the formal landscapes at Cherry Lake Tree Farm feature a wide variety of shrubs, perennials, annuals and trees. More than 100 large trees and palms bring grace, beauty and shade to the administration buildings and parking areas.

“We are especially proud to receive this award because we have always taken great pride in the beauty of our workplace,” explains Michel Sallin, President and CEO. “Our mission is to beautify the environment for generations to come and the place to start is right here at Cherry Lake Tree Farm’s main offices. We have the opportunity to supply trees to many amazing projects and to work with some of the best landscape architects, developers and landscapers in the country; we hope that our landscapes here in Groveland are an inspiration to everyone.”

Mr. Sallin also noted, “This award means a lot to me and reminds me of a quote from Tom Morris, author of *If Aristotle Ran General Motors*:

If we want to create environments in which people can be and do their best, it is important to pay attention to the aesthetic dimension of human experience... How people feel about their workplace affects their moral and in turn their productivity... There is a deep connection between empowerment, aesthetics, job satisfaction and overall performance.

Cherry Lake’s landscape serves educational purposes as well with an arboretum of tree cultivars representing dozens of varieties, an excellent educational reference for evaluating the ornamental characteristics of trees and their performance in the landscape.

“I believe all businesses that supply the landscape industry should maintain beautiful landscapes at their own offices to demonstrate support for an industry that works to beautify the environment,” stated Alan Heinrich, Director of Production at Cherry Lake who also oversees the farm’s landscape.

About Cherry Lake Tree Farm

A leader in the green industry, Cherry Lake Tree Farm offers container-grown trees ranging from three gallons to 670 gallons. A large number of tree varieties and cultivars are grown on the 1500-acre farm in Groveland, FL. A wholesale nursery, Cherry Lake applies the Florida Grades & Standards in its production practices and uses the revolutionary Air-Pot to grow high quality trees.